

REMARKS

Applicants thank Examiner Zeender for the courteous interview granted on July 6, 2005. During the interview, Applicants discussed the pending claims in light of the DiAngelo, et al. and Gregory references.

The Examiner notes that Gregory teaches a commerce server with product summaries (not product details) and purchaser profiles including purchaser payment data (credit card, bank data, billing and shipping information). Arguments were raised on whether or not it would have been obvious to combine the references and whether DiAngelo rectifies the deficiencies of the Gregory reference. Agreement was not reached.

The Examiner's consideration and entry of the pending claims and amendments would be greatly appreciated.

Attorney Docket No.: 40959-0002

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CONCLUSION

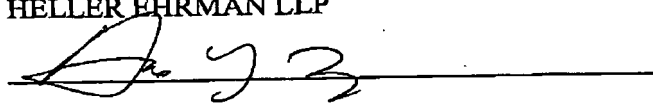
It is submitted that the present application is in form for allowance, and such action is respectfully requested.

The Commissioner is authorized to charge any additional fees which may be required, including petition fees and extension of time fees, to Deposit Account No. 08-1641 (Docket No. 40959-0002).

Respectfully submitted,

HELLER EHRMAN LLP

Date: August 24, 2005



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